



17A 2812

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February 5, 2007

INFORMATION DISCLOSURE STATEMENT  
Examining Group 2812  
Patent Application  
Docket No. MBM-107  
Serial No. 10/527,143

David Saliwanchik

David R. Saliwanchik, Patent Attorney

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Examiner : *Not yet assigned*  
Art Unit : 2812  
Applicant(s) : Peter Haighton, Donald G. McLeod, Henri Van Rooyen  
Serial No. : 10/527,143  
Filed : March 9, 2005  
Conf. No. : 9530  
For : Rich Media Personal Selling System

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

INFORMATION DISCLOSURE STATEMENT  
UNDER 37 C.F.R. §§ 1.97 AND 1.98

Sir:

In accordance with 37 C.F.R. § 1.56, the references listed on the attached form PTO/SB/08 are being brought to the attention of the Examiner for consideration in connection with the examination of the above-identified patent application. Copies of the cited documents are enclosed. However, the Applicants have not submitted copies of the U.S. patents or published U.S. Patent Applications cited on attached Form PTO/SB/08 pursuant to 37 CFR 1.98(a)(2)(ii).

It is respectfully requested that the Examiner indicate consideration of the cited references by returning a copy of the attached form PTO/SB/08 with initials or other appropriate marks. If any additional fee is required, or to credit any overpayment, please use Deposit Account No. 19-0065.

Applicants respectfully assert that the substantive provisions of 37 C.F.R. §§ 1.97 and 1.98 are met by the foregoing statement.

Respectfully submitted,



David R. Saliwanchik

Patent Attorney

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Gainesville, FL 32614-2950

DRS/wrc

Enclosures: Form PTO/SB/08 (3 pages)  
References listed therein (6)

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /F.A./ (12/02/2009)

Approved for use through 07/31/2006

Substitute for form

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 3

## Complete if Known

Application Number 10/527,143  
Filing Date March 9, 2005  
First Named Inventor Peter Haighton  
Art Unit 2812  
Examiner Name Not yet assigned  
Attorney Docket Number MBM-107

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
	U1	US-4,803,641	02-07-1989	Hardy <i>et al.</i>	All
	U2	US-4,816,994	03-28-1989	Freiling <i>et al.</i>	All
	U3	US-4,943,932	07-24-1990	Lark <i>et al.</i>	All
	U4	US-5,159,685	10-27-1992	Kung	All
	U5	US-5,337,320	08-09-1994	Kung	All
	U6	US-5,877,759	03-02-1999	Bauer	All
	U7	US-5,948,061	09-07-1999	Merriman <i>et al.</i>	All
	U8	US-6,029,175	02-22-2000	Chow <i>et al.</i>	All
	U9	US-6,298,330	10-02-2001	Gardenswartz <i>et al.</i>	All
	U10	US-6,314,451	11-06-2001	Landsman <i>et al.</i>	All
	U11	US-6,317,761	11-13-2001	Landsman <i>et al.</i>	All
	U12	US-6,327,609	12-04-2001	Ludewig <i>et al.</i>	All
	U13	US-6,356,921	03-12-2002	Kumar <i>et al.</i>	All
	U14	US-6,401,074	06-04-2002	Sleeper	All
	U15	US-6,404,747	06-11-2002	Berry <i>et al.</i>	All
	U16	US-6,415,327	07-02-2002	Beckerman <i>et al.</i>	All
	U17	US-6,661,419	12-09-2003	McKeeth	All
	U18	US-6,668,249	12-23-2003	Kase <i>et al.</i>	All
	U19	US-6,865,546	03-08-2005	Song	All

## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T*
		Country Code <sup>2</sup> - Number <sup>3</sup> - Kind Code <sup>2</sup> (if known)				
	F1					
	F2					
	F3					
	F4					
	F5					

Examiner Signature

/Folashade Anderson/ (12/02/2009)

Date

Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kind Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

**Complete if Known**

Application Number	10/527,143
Filing Date	March 9, 2005
First Named Inventor	Peter Haighton
Art Unit	2812
Examiner Name	Not yet assigned
Attorney Docket Number	MBM-107

Sheet 2 of 3

**U.S. PATENT DOCUMENTS**

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		Number - Kind Code <sup>2</sup> (if known)			
	U1	US-2001/0034654	10-25-2001	L. Vigil <i>et al.</i>	All
	U2	US-2001/0056405	12-27-2001	Muyres <i>et al.</i>	All
	U3	US-2002/0078158	06-20-2002	Brown <i>et al.</i>	All
	U4	US-2002/0089534	07-11-2002	Siekman	All
	U5	US-2002/0094868	07-18-2002	Tuck <i>et al.</i>	All
	U6	US-			
	U7	US-			
	U8	US-			
	U9	US-			
	U10	US-			
	U11	US-			
	U12	US-			
	U13	US-			
	U14	US-			
	U15	US-			
	U16	US-			
	U17	US-			
	U18	US-			
	U19	US-			

**FOREIGN PATENT DOCUMENTS**

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PTO/SB-088 (07-05)

Approved for use through 07/31/2008

Substitute for form 1449/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)			<b>Complete if Known</b>		
			Application Number	10/527,143	
			Filing Date	March 9, 2005	
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			Art Unit	2812	
			Examiner Name	Not yet assigned	
			Attorney Docket Number	MBM-107	
Sheet	3	of	3		

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article, (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		T <sup>2</sup>
	R1	BOVIE, R. <i>et al.</i> , "Explicit Multicast (Xcast) Basic Specification," <a href="http://search.ielf.org/internet-drafts/draft-ports-xcast-basic-spec-03.txt">http://search.ielf.org/internet-drafts/draft-ports-xcast-basic-spec-03.txt</a> , June 2002.		
	R2	LAUREL, B. <i>et al.</i> , "Issues in Multimedia Interface Design: Media Integration and Interface Agents," <i>The CHI 90 Proceedings</i> , <a href="http://www.abbedon.com/philo/guides-paper.html">http://www.abbedon.com/philo/guides-paper.html</a> , Copyright 1990 by the Association for Computing Machinery, Inc.		
	R3	MARGULIUS, D., "Plug-and-play Portlets," <i>InfoWorld</i> , April 26, 2002.		
	R4	ORWANT, J., "For want of a bit the user was lost: Cheap user modeling," <i>IBM Systems Journal</i> , 1996, pages 398-416, Vol. 35, Nos. 3-4, <a href="http://researchweb.watson.ibm.com/journal/sj/353/sectionb/orwant.html">http://researchweb.watson.ibm.com/journal/sj/353/sectionb/orwant.html</a> .		
	R5	RUSSO, J. E., "Aiding Purchase Decisions on the Internet," <i>Proceedings of the Winter 2002 SSGRR International Conference on Advances in Infrastructure for Electronic Business, Education, Science, and Medicine on the Internet</i> , January 21-26, 2002, L'Aquila, Italy, <a href="http://www.wiseuncle.com/facts/research/Papers/Aiding%20Purchase%20Decisions.pdf">http://www.wiseuncle.com/facts/research/Papers/Aiding%20Purchase%20Decisions.pdf</a> .		
	R6	STANFORD UNIVERSITY, "What's Captology?," <a href="http://captology.stanford.edu/">http://captology.stanford.edu/</a> , 2005.		
	R7			
	R8			
	R9			
	R10			

Examiner Signature	/Folashade Anderson/ (12/02/2009)	Date Considered	
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